



Remit Address:  
**KSNV**  
 Formerly KVBC  
 1500 Foremaster Lane  
 Las Vegas, NV 89101  
 Main: (702)642-3333  
 Billing: (702)642-3333

# INVOICE

**Billing Address:**

Strategic Media Services, Inc.  
 Attention: Accounts Payable  
 3299 K St. NW  
 Ste 200  
 Washington, DC 20007

Advertiser	Heller, Dean for U.S. Senate
Product	HELLER FOR SENATE
Estimate Number	

Invoice #	104403-1
Invoice Date	10/21/12
Invoice Month	October 2012
Invoice Period	10/01/12 - 10/21/12

Station	KSNV
Account Executive	Amy McCreary
Sales Office	Blair - Philadelphia
Sales Region	National

Order #	104403
Alt Order #	06632083
Deal #	
Order Flight	10/10/12 - 10/21/12

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	

IDB #	
Advertiser Code	HE4S
Product Code	

Agency Ref	
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Aired	Days	Ad-ID	Rate	Reconciliation	Ref #
1	KSNV	M-F 5-6a WakeUp w/Wagners	5-6a		10/08/12 to 10/14/12	2x		--WTF--				
					to							
	KSNV			W	10/10/12	:30	5:38 AM		DH09281214H Afford	\$300.00		1
	KSNV			F	10/12/12	:30	5:51 AM		DH10011215H Credit	\$300.00		6
2	KSNV	M-F 5-6a WakeUp w/Wagners	5-6a		10/15/12 to 10/21/12	2x		MT-----				
					to							
	KSNV			M	10/15/12	:30	5:27 AM		DH10111217H Painful	\$300.00		4
	KSNV			Tu	10/16/12	:30	5:41 AM		DH10111217H Painful	\$300.00		3
3	KSNV	M-F 6-7a WakeUp w/Wagners	6-7a		10/15/12 to 10/21/12	2x		MT-----				
					to							
	KSNV			M	10/15/12	:30	6:41 AM		DH10111217H Painful	\$450.00		1
	KSNV			Tu	10/16/12	:30	6:17 AM		DH10111217H Painful	\$450.00		3
4	KSNV	M-F 6-7a WakeUp w/Wagners	6-7a		10/08/12 to 10/14/12	2x		--WTF--				
					to							
	KSNV			Th	10/11/12	:30	6:12 AM		DH10011215H Credit	\$450.00		2
	KSNV			F	10/12/12	:30	6:19 AM		DH09281214H Afford	\$450.00		4
5	KSNV	Today Show	658a-9am		10/08/12 to 10/14/12	3x		--WTF--				
					to							
	KSNV			W	10/10/12	:30	7:30 AM		DH10011215H Credit	\$600.00		1
	KSNV			Th	10/11/12	:30	7:57 AM		DH09281214H Afford	\$600.00		6
	KSNV			F	10/12/12	:30	7:28 AM		DH09281214H Afford	\$600.00		3
6	KSNV	Today Show	658a-9am		10/15/12 to 10/21/12	1x		MT-----				
					to							
	KSNV			Tu	10/16/12	:30	8:58 AM		DH10111217H Painful	\$600.00		2
8	KSNV	M-F Today Show II	9-10a									

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 3299 K St. NW  
 Ste 200  
 Washington, DC 20007

Advertiser	Heller, Dean for U.S. Senate
Product	HELLER FOR SENATE
Estimate Number	

Invoice #	104403-1
Invoice Date	10/21/12
Invoice Month	October 2012
Invoice Period	10/01/12 - 10/21/12

Station	KSNV
Account Executive	Amy McCreary
Sales Office	Blair - Philadelphia
Sales Region	National

Order #	104403
Alt Order #	06832083
Deal #	
Order Flight	10/10/12 - 10/21/12

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	

IDB #	
Advertiser Code	HE4S
Product Code	

Agency Ref	
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Aired	Days	Ad-ID	Rate	Reconciliation	Ref #
8	KSNV	M-F Today Show II	9-10a		10/08/12 to 10/14/12	2x		--TF--				
					10/08/12 to 10/14/12							
					10/11/12							
					NOT AVAILABLE RATE							
					F 10/12/12	00						
					NOT AVAILABLE RATE							
9	KSNV	Today 4th Hour	10am-11am		10/08/12 to 10/14/12	2x		--WT---				
					10/10/12							
					10/14/12							
					W 10/10/12	:30						
					10/11/12	:00						
					NOT AVAILABLE RATE							
					10/15/12 to 10/21/12	1x		-T-----				
					10/15/12 to 10/21/12							
					Tu 10/16/12	:00						
					NOT AVAILABLE RATE							
					10/15/12 to 10/21/12	1x		M-----				
					10/15/12 to 10/21/12							
					M 10/15/12	:30						
					to							
					10/15/12 to 10/14/12	2x		--TF--				
					10/15/12 to 10/14/12							
					Th 10/11/12	:30						
					10/12/12	:30						
					to							
					10/08/12 to 10/14/12	1x		--W----				
					10/08/12 to 10/14/12							
					W 10/10/12	:30						

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Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	

IDB #	
Advertiser Code	HEAS
Product Code	
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Line	Channel	Description	Time	Day	Date	Length	Aired	Days	Ad-ID	Rate	Reconciliation	Ref #
14	KSNV	Noon News	12-1230pm		10/15/12 to 10/21/12	2x		MT-----				
	KSNV			M	10/15/12	:30	12:06 PM		DH10111217H Painful	\$275.00		1
	KSNV			Tu	10/16/12	:30	12:20 PM		DH10111217H Painful	\$275.00		2
					to							
	KSNV	The Agenda 1230pm	1230-1p		10/15/12 to 10/21/12	1x		MT-----				
	KSNV			M	10/15/12	:30	12:47 PM		DH10111217H Painful	\$225.00		2
					to							
	KSNV	The Agenda 1230pm	1230-1p		10/08/12 to 10/14/12	3x		--WTF--				
	KSNV			W	10/08/12	:30	12:49 PM		DH09281214H Afford	\$225.00		2
	KSNV			Th	10/11/12	:30	12:37 PM		DH10011215H Credit	\$225.00		1
	KSNV			F	10/12/12	:30	12:54 PM		DH09281214H Afford	\$225.00		3
					to							
	KSNV	Days of our Lives	1258p-2pm		10/08/12 to 10/14/12	2x		--WT---				
	KSNV			W	10/10/12	:30	12:59 PM		DH09281214H Afford	\$275.00		1
	KSNV			Th	10/11/12	:00				\$275.00	Unresolved	3
					to							
	KSNV	Days of our Lives	1258p-2pm		10/15/12 to 10/21/12	2x		MT-----				
	KSNV			M	10/15/12	:30	12:59 PM		DH10111217H Painful	\$275.00		1
	KSNV			Tu	10/16/12	:00				\$275.00	Unresolved	2
					to							
	KSNV	The Doctors	2pm-3pm		10/15/12 to 10/21/12	1x		-T-----				
	KSNV			Tu	10/16/12	:30	2:12 PM		DH10111217H Painful	\$225.00		1

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Advertiser	Heller, Dean for U.S. Senate	Invoice #	104403-1
Product	HELLER FOR SENATE	Invoice Date	10/21/12
Estimate Number		Invoice Month	October 2012
		Invoice Period	10/01/12 - 10/21/12

Station	KSNV	Order #	104403
Account Executive	Amy McCreary	Alt Order #	06832083
Sales Office	Blair - Philadelphia	Deal #	
Sales Region	National	Order Flight	10/10/12 - 10/21/12

Billing Calendar	Broadcast	IDB #	
Billing Type	Cash	Advertiser Code	HE4S
Special Handling		Product Code	

Agency Ref	
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Aired	Days	Ad-ID	Rate	Reconciliation	Ref #
20	KSNV	The Doctors	2pm-3pm		10/08/12 to 10/14/12	2x		--TF--				
					10/08/12 to 10/14/12	2x		--TF--				
	KSNV			Th	10/11/12	:30	2:49 PM		DH09281214H Afford	\$225.00		2
	KSNV			F	10/12/12	:30	2:20 PM		DH09281214H Afford	\$225.00		3
21	KSNV	Dr Phil	3-4p		10/08/12 to 10/14/12	1x		--W----				
					10/08/12 to 10/14/12	1x		--W----				
	KSNV			W	10/10/12	:30	3:24 PM		DH10011215H Credit	\$300.00		3
22	KSNV	Dr Phil	3-4p		10/15/12 to 10/21/12	2x		MT-----				
					10/15/12 to 10/21/12	2x		MT-----				
	KSNV			M	10/15/12	:30	3:13 PM		DH10111217H Painful	\$300.00		1
	KSNV			Tu	10/16/12	:30	3:32 PM		DH10111217H Painful	\$300.00		2
23	KSNV	4PM NEWS (1 hour)	4-5pm		10/15/12 to 10/21/12	2x		MT-----				
					10/15/12 to 10/21/12	2x		MT-----				
	KSNV			M	10/15/12	:30	4:27 PM		DH10111217H Painful	\$450.00		2
	KSNV			Tu	10/16/12	:30	4:15 PM		DH10111217H Painful	\$450.00		1
24	KSNV	4PM NEWS (1 hour)	4-5pm		10/08/12 to 10/14/12	2x		--W-F--				
					10/08/12 to 10/14/12	2x		--W-F--				
	KSNV			W	10/10/12	:30	4:14 PM		DH09281214H Afford	\$450.00		2
	KSNV			F	10/12/12	:30	4:10 PM		DH10011215H Credit	\$450.00		1
25	KSNV	4PM NEWS (1 hour)	4-5pm		10/08/12 to 10/14/12	2x		--WT---				
					10/08/12 to 10/14/12	2x		--WT---				
	KSNV			W	10/10/12	:30	4:43 PM		DH09281214H Afford	\$450.00		1
	KSNV			Th	10/11/12	:30	4:54 PM		DH09281214H Afford	\$450.00		3
26	KSNV	4PM NEWS (1 hour)	4-5pm		10/15/12 to 10/21/12	2x		MT-----				

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Station	KSNV	Order #	104403
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Sales Office	Blair - Philadelphia	Deal #	
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Billing Calendar	Broadcast	IDB #	
Billing Type	Cash	Advertiser Code	HE4S
Special Handling		Product Code	

Agency Ref	
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Aired	Days	Ad-ID	Rate	Reconciliation	Ref #
26	KSNV	4PM NEWS (1 hour)	4-6pm	M	10/15/12	:30	4:59 PM		DH10111217H Painful	\$450.00		1
	KSNV			Tu	10/16/12	:30	4:39 PM		DH10111217H Painful	\$450.00		2
27	KSNV	M-F Early News	5-630p		10/15/12 to 10/21/12	1x		-T-----				
	KSNV			Tu	10/16/12	:30	5:18 PM		DH10111217H Painful	\$900.00		2
28	KSNV	M-F Early News	5-630p		10/08/12 to 10/14/12	3x		--WTF--				
	KSNV			W	10/10/12	:30	6:15 PM		DH10011215H Credit	\$900.00		1
	KSNV			Th	10/11/12	:30	5:21 PM		DH10011215H Credit	\$900.00		2
	KSNV			F	10/12/12	:30	6:22 PM		DH09281214H Afford	\$900.00		3
29	KSNV	M-F Jeopardy/Wheel of Fortune 630-730pm			10/08/12 to 10/14/12	3x		--WTF--				
	KSNV			W	10/10/12	:30	6:59 PM		DH09281214H Afford	\$750.00		1
	KSNV			Th	10/11/12	:00	9:59 PM		DH09281214H Afford	\$750.00	See MG 29.9	5
	KSNV			F	10/12/12	:30	6:44 PM		DH09281214H Afford	\$750.00	MG for 29.5 10/11	9
30	KSNV	M-F Jeopardy/Wheel of Fortune 630-730pm			10/15/12 to 10/21/12	1x		MT-----				
	KSNV			M	10/15/12	:30	6:59 PM		DH10111217H Painful	\$750.00		4
31	KSNV	Face to Face w/ J.Ralston	730-758pm		10/15/12 to 10/21/12	2x		MT-----				
	KSNV			M	10/15/12	:30	7:54 PM		DH10111217H Painful	\$450.00		2
	KSNV			Tu	10/16/12	:00				\$450.00	See MG 31.3	1
	KSNV			Tu	10/16/12	:30	10:52 PM		DH10111217H Painful	\$450.00	MG for 31.1 10/16	3

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Line	Channel	Description	Time	Day	Date	Length	Aired	Days	Ad-ID	Rate	Reconciliation	Ref #
31	KSNV	Face to Face w/ J.Ralston	730-758pm		10/08/12 to 10/14/12	2x		--W-F--				
32	KSNV	Face to Face w/ J.Ralston	730-758pm		10/08/12 to 10/14/12	2x		--W-F--				
33	KSNV	M-F News 3 at Eleven	11pm-1135pm		10/08/12 to 10/14/12	1x		---T---				
34	KSNV	M-F News 3 at Eleven	11pm-1135pm		10/15/12 to 10/21/12	1x		M-----				
35	KSNV	Tonight Show	1135p-1237a		10/15/12 to 10/21/12	1x		MT-----				
36	KSNV	Tonight Show	1135p-1237a		10/08/12 to 10/14/12	2x		--W-F--				
39	KSNV	Friday Prime 10-11pm	10-11pm		10/08/12 to 10/14/12	1x		----F--				
41	KSNV	News 3 Sunrise SATURDAY	6a-7a		10/08/12 to 10/14/12	1x		-----S-				

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		Agency Ref	
		Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Aired	Days	Ad-ID	Rate	Reconciliation	Ref #
42	KSNV	Saturday Today	7a-9am		10/08/12 to 10/14/12	1x		-----S-				
					10/08/12 to 10/13/12	:30	8:49 AM		DH09281214H Afford	\$325.00		1
					10/13/12	:30						
43	KSNV	News 3 Today - SAT	9am-930am		10/08/12 to 10/14/12	1x		-----S-				
					10/08/12 to 10/13/12	:30	9:21 AM		DH09281214H Afford	\$300.00		1
					10/13/12	:30						
44	KSNV	Sa-Su Early News	5pm-630pm		10/08/12 to 10/14/12	2x		-----S-				
					10/13/12	:30	5:13 PM		DH10011215H Credit	\$450.00		1
					10/13/12	:30	6:14 PM		DH09281214H Afford	\$450.00		2
45	KSNV	WKND Jeep/Wheel	630-730pm		10/08/12 to 10/14/12	1x		-----S-				
					10/13/12	:30	7:07 PM		DH09281214H Afford	\$375.00		1
46	KSNV	Saturday Night Live	1130pm-1:02am		10/08/12 to 10/14/12	1x		-----S-				
					10/13/12	:30	11:47 PM		DH10011215H Credit	\$750.00		1
47	KSNV	News 3 Sunrise SUNDAY	6a-7a		10/08/12 to 10/14/12	1x		-----S				
					10/14/12	:30	6:54 AM		DH10111217H Painful	\$225.00		1
48	KSNV	Sunday Today	7a-8am		10/08/12 to 10/14/12	1x		-----S				
					10/14/12	:30	7:27 AM		DH10111217H Painful	\$500.00		1
49	KSNV	Meet the Press	8a-9am		10/08/12 to 10/14/12	1x		-----S				

The actual broadcast information shown on this invoice was taken from the Official program log

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Station does not discriminate in the sale of advertising time and will accept no advertising placed with intent to discriminate based on race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting airtime under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations based on race, gender, national origin or ancestry.



Remit Address:  
**KSNV**  
 Formerly KVBC  
 1500 Foremaster Lane  
 Las Vegas, NV 89101  
 Main: (702)642-3333  
 Billing: (702)642-3333

# INVOICE

**Billing Address:**

Strategic Media Services, Inc.  
 Attention: Accounts Payable  
 3299 K St. NW  
 Ste 200  
 Washington, DC 20007

Advertiser	Heller, Dean for U.S. Senate	Invoice #	104403-1
Product	HELLER FOR SENATE	Invoice Date	10/21/12
Estimate Number		Invoice Month	October 2012
		Invoice Period	10/01/12 - 10/21/12

Station	KSNV	Order #	104403
Account Executive	Amy McCreary	Alt Order #	06832083
Sales Office	Blair - Philadelphia	Deal #	
Sales Region	National	Order Flight	10/10/12 - 10/21/12

Billing Calendar	Broadcast	IDB #	
Billing Type	Cash	Advertiser Code	HE4S
Special Handling		Product Code	

Agency Ref	
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Aired Days	Ad-ID	Rate	Reconciliation	Ref #
49	KSNV	Meet the Press	8a-9am	Su	10/14/12	:30	9:00 AM	DH10111217H Painful	\$1,900.00		1
50	KSNV	News 3 Today	9a-930am	Su	10/08/12 to 10/14/12	1x	9:25 AM	DH10111217H Painful	\$250.00		1
51	KSNV	Chris Matthews SUN 9:30am	9:30a-10a	Su	10/08/12 to 10/14/12	1x	9:57 AM	DH10111217H Painful	\$375.00		1
52	KSNV	NFL Pre-Game	1p-530pm	Su	10/08/12 to 10/14/12	1x	4:16 PM	DH10111217H Painful	\$1,600.00		1
53	KSNV	NFL Football	1P-9PM	Su	10/08/12 to 10/14/12	1x	6:58 PM	DH10111217H Painful	\$8,000.00		1
54	KSNV	NFL End of Game Break	1p-9p	Su	10/08/12 to 10/14/12	1x	8:41 PM	DH10111217H Painful	\$6,500.00		1
55	KSNV	Sports Night in Las Vegas	Sun 1135p-1200a	Su	10/08/12 to 10/14/12	1x	11:45 PM	DH10111217H Painful	\$200.00		1
56	KSNV	Noon News	12-1230pm	Tu	10/15/12 to 10/21/12	1x			\$275.00	Unresolved	1

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**Remit Address:**  
 KSNV  
 Formerly KVBC  
 1500 Foremaster Lane  
 Las Vegas, NV 89101  
 Main: (702)642-3333  
 Billing: (702)642-3333

**Billing Address:**  
 Strategic Media Services, Inc.  
 Attention: Accounts Payable  
 3299 K St. NW  
 Ste 200  
 Washington, DC 20007

# INVOICE

Advertiser	Heller, Dean for U.S. Senate	Invoice #	104403-1
Product	HELLER FOR SENATE	Invoice Date	10/21/12
Estimate Number		Invoice Month	October 2012
Station	KSNV	Invoice Period	10/01/12 - 10/21/12
Account Executive	Amy McCreary	Order #	104403
Sales Office	Blair - Philadelphia	Alt Order #	06832083
Sales Region	National	Deal #	
Billing Calendar	Broadcast	Order Flight	10/10/12 - 10/21/12
Billing Type	Cash	IDB #	
Special Handling		Advertiser Code	HEAS
		Product Code	
		Agency Ref	
		Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Aired	Days	Ad-ID	Rate	Reconciliation	Ref #
57	KSNV	News 3 Today - SAT	9am-930am	10	10/15/12 to 10/21/12	1x		-----S-		\$500.00		1
	KSNV			Sa	10/20/12	:30	9:09 AM		DH10181218H Low			
58	KSNV	Wake Up Early Wagners	430a-5a	10	10/15/12 to 10/21/12	1x		--WT--S		\$50.00	Unresolved	1
	KSNV			W	10/17/12	:00						
					NOT AVAILABLE RATE							

Aired Spots 73  
 Gross Total \$49,275.00  
 Agency Commission \$7,391.25  
 Net Amount Due \$41,883.75  
 Payment Terms 30 Days

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